



2002 MEMBERSHIP RECRUITING & RETENTION CAMPAIGN

RECRUITMENT ★ APRIL 1, 2002 - MARCH 31, 2003

RETENTION ★ APRIL 1, 2002 - JUNE 30, 2003

Contest Rules

- 1) Individual prizes are based on new members recruited.
- 2) Squadron prizes are based on number of members eligible for renewal at April 1, 2002, who are retained during the campaign.
- 3) Recruiting credit will be given only for individuals recruited as "new members".
- 4) In the event of a tie for recruiting or retention awards, the tie will be broken by a drawing at National Headquarters.
- 5) Membership applications must be signed by the new member, unit commander and processed between April 1, 2002 and March 31, 2003. Membership renewals must be processed between April 1, 2002, and March 31, 2003. *(The retention campaign actually runs until June 30, 2003, so that all of those whose renewal date runs through March 31 can be captured in the report. There is a 90-day grace period in which they can renew.)*
- 6) The individual listed as recruiter must be a member in good standing at the close of the campaign to qualify for prizes.
- 7) Only one member will be credited for recruiting the new member. The member's name, charter number and CAPID must appear on the membership application for (CAP Form 12 or 15). **To ensure proper credit, make sure your name, charter number and CAPID are correct.**
- 8) Applications returned by National Headquarters for incorrect or inadequate information cannot be considered unless they are corrected and processed prior to March 31, 2003. Therefore recruiters should carefully screen the application to ensure all information is present and correct. National Headquarters cannot accept telephone calls as a way to add recruiters to forms already received.
- 9) Members recruited, but found to be ineligible for membership, will not be considered. "Pooling" recruiting efforts is not permitted, for example, no member may take credit for a new member recruited by someone else.
- 10) Only the recruitment of regular active senior and cadet members will count toward the total number and awarding of individual prizes.
- 11) The percentage of total squadron membership retained will count toward the awarding of squadron prizes.
- 12) Anyone receiving payment for recruiting either senior or cadet members from any organization including Middle School Initiative Program are disqualified from the awarding of any prizes.
- 13) National Headquarters will maintain a record of all new members and their recruiters. Winners will be announced as soon as possible after the close of the campaign.

2002 campaign gets underway

The goal of the 2002 Membership Recruiting and Retention Campaign is to encourage and motivate both cadet and senior members to recruit quality new members into CAP and work to retain current members, thus increasing CAP's overall membership numbers.

Anyone recruiting 10 members will become a member of the CAP Recruiting Excellence Team. A certificate will be sent and the recipient will be entitled to certain privileges to be listed in the March issue of the *Civil Air Patrol News*. By recruiting five new members in subsequent years, you can maintain your status as a member of the team. In addition, a listing of each member and the number of members recruited will be printed quarterly in the *Civil Air Patrol News*.

A major part of this year's campaign will be the tracking of retention at the squadron level. Retention is a critical part of membership development and begins at the recruiting stage. Tremendous recruiting efforts will not produce positive membership growth if we continually lose members through attrition. We are currently taking actions to measure the retention and attrition rates at squadrons and surveying non-renewals to determine the reasons members leave.

We intend to track the retention of those individuals in the squadron at the start date (those who are eligible to renew as of April 1, 2002). For the retention portion of the campaign, the following is a list of what will and will not count against a squadron with regard to retention:

The following will count against a squadron: Voluntary resignation of member; loss of interest by member; and members who do not renew and allow membership to expire.

The following will not count against a squadron: Death of a member; transfers (does not count for or against either squadron); and for cause (derogatory termination by CAP — includes the writing of bad checks).

In the March issue of the *Civil Air Patrol News*, I will provide tips on how to best retain your current members. In the meantime, if you have any questions or concerns, contact Robin Hunt, chief of Membership Development at rhunt@capnhq.gov or (334) 953-2828.

Prizes! Prizes! Prizes!

Recruiting Awards

The following prizes will be sent for members who recruit:

✓ 5 new members - Recruiting Excellence golf shirt for senior members and T-shirt for cadet members;

✓ 10 new members - \$50 gift certificate to CAP Supply Depot or Bookstore;

✓ 25 new members - \$100 gift certificate to CAP Supply Depot or Bookstore; and

✓ 50+ new members - \$200 gift certificate to CAP Supply Depot or Bookstore;

Grand prizes will be given at the end of the campaign. Grand-prize winners will be determined by a drawing of all members having recruited a new member throughout the year. Prizes are as follows:

✓ Grand prize at end of campaign (senior): Framed and signed limited-edition CAP anniversary print, and airfare and room and board at the 2003 CAP National Board and Annual Conference; and

✓ Grand prize at end of campaign (cadet): Framed and signed limited-edition CAP anniversary print, and airfare and room and board to a national CAP event to be determined.

Retention Awards

The squadron with the highest retention in each region for the year: award is a \$500 cash prize for each squadron.

All prizes will be presented at National Board 2003.